

Overview with
Key/High-Level Findings

FactSheet #1

Insights from the "C'est La Vie!" Digital Health Campaign

Empowering Communities to Know, Engage, and Act



INTRODUCTION

The "**C'est La Vie!**" digital health campaign empowers young people in West Africa to take control of their sexual and reproductive health.

By sharing relatable stories from peers and local celebrities, the campaign promotes contraceptive use and encourages healthy lifestyle choices among youth in Burkina Faso, Côte d'Ivoire, and Senegal. This fact sheet highlights key findings from the campaign, showcasing its impact on sexual and reproductive health knowledge, intentions, and behaviors.

Campaign Scope

The campaign aimed to:

- Increase knowledge around contraceptive methods.
- Promote the use of digital health and counseling services.
- Encourage positive changes in sexual and reproductive health behaviors.



Demographic Reach

The campaign successfully engaged **492 participants** to understand its impacts, with a balanced representation of men and women.

Youths ages 15-24 participated in the study, with 90% of participants from urban areas, 5% from rural, and 5% from mixed.

Senegal had the highest number of participants (45%), followed by **Côte d'Ivoire** (30%) and **Burkina Faso** (25%).

Impact of Digital Strategies :

- **Role Models:** Personal stories shared by relatable figures were particularly effective in increasing knowledge and intentions to use contraceptives.
- **Influencers:** Information shared by local celebrities played a key role in expanding the campaign's reach, normalizing sexual and reproductive health discussions, and driving engagement among younger participants.
- **Accessibility Through Digital Platforms:** Social media platforms allowed young people to engage with sexual and reproductive health information discreetly and conveniently, fostering a more comfortable environment for learning and decision-making.

OUTCOMES

The campaign led to significant improvements in sexual and reproductive health:

Knowledge: Participants' understanding of contraceptive methods improved, especially among those who engaged with stories from role models and influencers.

Intentions: More participants expressed intentions to use contraceptives after the campaign, particularly those in the role model group.

Actions: Contraceptive use increased by 7% among men, 7% in Burkina Faso, and 13% in Côte d'Ivoire, and 94% people who participated in the campaign indicated they had or will talk to somebody about what they learned.

Engagement: There was a noticeable increase in the use of sexual and reproductive health services, particularly through digital platforms.

KEY TAKEAWAYS

The *"C'est La Vie!"* campaign showed success in increasing knowledge about contraceptives and influenced positive behavior changes among youth in West Africa, demonstrating the effectiveness of digital health strategies.

The use of role models and influencers proved powerful in reaching and impacting a diverse audience, suggesting new opportunities for future health campaigns.



SAMPLE VISUALS

Participant Demographics

Participant demographic characteristics (%), 2024

		TOTAL (492 participants)
AGE GROUP	15-19 years	24%
	20-25 years	76%
GENDER	Male	51%
	Female	49%
COUNTRY	Senegal	45%
	Burkina Faso	25%
	Côte d'Ivoire	30%

BAR GRAPH OF KNOWLEDGE GAINS

Average change in knowledge score, 2024

Group/Domain	Pre-Campaign Score	Post-Campaign Score	Change (+/-)
Men	6.4	7.1	+0.7
Women	7.1	7.5	+0.4
Senegal	6.5	6.8	+0.3
Burkina Faso	6.9	7.7	+0.8
Côte d'Ivoire	7.2	7.5	+0.3
Control Group	6.6	6.9	+0.3
Role Model Group	7.0	7.7	+0.7
Influencer Group	6.4	7.1	+0.7
Role Model + Influencer Group	7.2	7.5	+0.3

Scores ranged from 0 to 12, with 12 indicating knowledge of all 12 contraceptive methods.



Bar Graph of Knowledge Gains

Average change in knowledge score, 2024

		Pre-Campaign (%)	Pre-Campaign (%)
Men	YES	28	35
	INTEND	42	39
	NO	30	26
Burkina Faso	YES	26	33
	INTEND	42	47
	NO	32	20
Côte d'Ivoire	YES	27	40
	INTEND	43	39
	NO	30	20
Role Model Group	YES	22	34
	INTEND	42	40
	NO	37	26



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